

NBC News/WSJ/Marist Poll Florida Likely Voter Tables

| | | Florida Likely Voters | | |
|-----------------------|--------------------------------|---|-------------|--------------------|
| | | Overall, do you have a favorable or an unfavorable impression of Mitt Romney? | | |
| | | Favorable | Unfavorable | Unsure-Never Heard |
| | | Row % | Row % | Row % |
| Florida Likely Voters | | 48% | 45% | 6% |
| Party Identification | Democrat | 10% | 82% | 8% |
| | Republican | 89% | 8% | 3% |
| | Independent | 49% | 44% | 7% |
| Tea Party Supporters | | 86% | 12% | 3% |
| Political Ideology | Very liberal-Liberal | 12% | 83% | 5% |
| | Moderate | 43% | 49% | 8% |
| | Conservative-Very conservative | 75% | 20% | 5% |
| Presidential Choice | Barack Obama and Joe Biden | 7% | 86% | 7% |
| | Mitt Romney and Paul Ryan | 95% | 3% | 2% |
| Gender | Men | 51% | 43% | 6% |
| | Women | 46% | 48% | 6% |
| Age | Under 45 | 40% | 54% | 6% |
| | 45 or older | 51% | 43% | 6% |
| Age | 18 to 29 | 29% | 60% | 10% |
| | 30 to 44 | 46% | 51% | 4% |
| | 45 to 59 | 46% | 47% | 7% |
| | 60 or older | 54% | 40% | 6% |
| Race | White | 57% | 38% | 5% |
| | African American | 8% | 82% | 10% |
| | Latino | 38% | 54% | 8% |
| Region | North/Panhandle | 56% | 39% | 5% |
| | Orlando/Central Atlantic Coast | 52% | 42% | 6% |
| | Tampa Bay Area | 52% | 43% | 5% |
| | South Central | 51% | 42% | 7% |
| | Miami/South | 35% | 57% | 8% |
| Household Income | Less than \$75,000 | 44% | 50% | 7% |
| | \$75,000 or more | 56% | 40% | 4% |
| Education | Not college graduate | 45% | 48% | 7% |
| | College graduate | 53% | 43% | 5% |
| Marital Status | Married | 56% | 39% | 5% |
| | Not married | 39% | 54% | 7% |
| U.S. Military Veteran | | 60% | 34% | 6% |
| Interview Type | Landline | 50% | 44% | 6% |
| | Cell Phone | 42% | 50% | 8% |

NBC News/WSJ/Marist Poll Florida Likely Voters. Interviews conducted October 30th through November 1st, 2012, N=1545 MOE +/- 2.5 percentage points. Totals may not add to 100% due to rounding.